Synopsis

"A STUDY OF PROMOTIONAL STRATERGIES OF THE CO-OPERATIVE BANK EMPLOYEES WITH SPECIAL REFERENCE TO LATUR DISTRICT CENTRAL CO-OPRATIVE BANK LTD."

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INTRODUCTION

The features of Latur district are 'Latur Pattern' which is famous in the field of education as well as historical market place 'Ganjgolai'. Another feature is Latur district is known for earthquake struck in 30 September 1993. The district is mostly depending on primary agriculture sector. It is an industrial center as well as agriculture-based economy. Administratively the district is divided into five subdivisions namely Latur, Nilanga, Ausa, Ahmadpur and Udgir, and further divided into ten talukas & ten Panchayat Samitis. These are Latur, Udgir, Ahmedpur, Ausa, Nilanga,Renapur, Chakur, Deoni, Shirur Anantpal, and Jalkot. Latur city is the administrative headquarters of the district. There are around 945 villages & 786 Gram Panchayats in the district.

There are six Vidhan Sabha constituencies in Lutur District. These are Latur City, Latur Rural, Udgir, Ausa, Nilanga and Ahmedpur. The district votes in two Lok Sabha constituencies Osmanabad for Ausa, and Latur for the other five.

Banks are veins of the economic system. The functioning of economic system depends on banking system and financial institutions. The proper co-ordination of savings and investment is done by banks. Development of different economic sectors depends on finance provided by banks. Investment decisions of banks determine the direction of investment in a country.

HR policies provide written guidance for employees and managers on how to handle a range of employment issues. They play an important role in practically and effectively implementing an organisation's HR strategy. They also provide consistency and transparency for employees and managers, helping to enhance the psychological contract and create a positive organisational culture. Business promotion is one of the 4 P's of the marketing mix. It is a part of marketing communication which reaches organisations target market to gain awareness and foster conversation with prospects and customers. Promotion helps organisations draw their target's attention, create interest in your products and services, generate demand. Bank believes that their employees are most valuable asset and they encourage a work culture, foster relationship with employees at every level in the bank.

NEED OF THE STUDY

This study is necessary to understand What is the base of HRM policies and promotional strategies in the Latur District Central Cooperative Bank employee in Latur District. The employee living in urban and rural area.

Latur district is situated in the south eastern Marthawada part of the Maharashtra state. The district gets average rainfall in the monsoon season. The entire district is situated on the Balaghat Plateau. Human resource policies are continuing guidelines on the approach of which an organization intends to adopt in managing its people. Promotion aims to stimulate demand for a company's goods or services. Promotional strategy is designed to inform, persuade, or remind target audiences about those products.

The need of study is identify the factors of HR policies also identify deal of employee with job and personal needs. The study helpful to understand level of HR policies and promotional strategies in cooperative bank sector. If employee satisfied they work with full dignity and contribute to achieve rapid development. This study respect to factors affecting job trying to find out factors affecting employees career. And give him/her suggestion.

OBJECTIVES OF THE STUDY

1. To study the various factors involved in the concept of the Promotional Strategic.
2. To study need and importance of Promotional strategic among the employees and management.
3. To measure the Promotional strategic impact level of the working employees.
4. To find out factors affecting on Promotional strategic.

HYPOTHESIS

1. Every employee has not the same satisfaction level from Promotional Strategy.
2. Every employee requires higher salary than provided by Bank.
3. Promotional strategic impact on age of employees.
4. There is direct relation between Promotional Strategy and their employees.

RESEARCH METHODOLOGY AND DATA COLLECTION

1. **Data Collection**

   A) Primary Data:

   The source of primary data is will be used in the form of structured questionnaire for bank employee.

   B) Secondary Data:

   Secondary data will be collected official website.

2. **Research Method / Approach:**

   For study the method will be used through Survey Method because survey method is most suitable, most common and easy to analyze and interpret results for this type of research study and emphasis on primary data will be more than the secondary data.

3. **Study / Sample design :** The Latur District Central Cooperative Bank Ltd has 117 branches in 10 talukas, 3 Extended Cell and 1 main Head Office in Latur City. There are nearby 600 employees working in The Latur District Central Cooperative Bank. The Purpose for data collection total 300 responses will be collected with the help of structured questionnaire out of 300 respondent 50% responses will be collected form the employee working in Latur city branches and remaining 50% data will be collected form other taluka's branches.

4. **Tools of the Analysis:** The data required for the study was collected from the selected sample. The tools used for the data collection is structured questionnaire for the analysis purpose, the following tools are used.

   1. **Percentage analysis**
   2. **Graphical tools**
   3. **Factors Analysis**
   4. **Tabulation**
   5. **Correlation analysis**
   6. **Chi-square test, T-test**

      (*as per Application)

SCOPE OF THE STUDY

I) Periodical scope: The periodical scope of this research will be for 5 years i.e. 2020 to 2024.

II) Geographical area: The geographical scope of the study will be The Latur District Central Cooperative Bank Ltd, Latur City branches and particular which includes 10 Talukas branches they are as follows –

Latur, Ausa, Ahemdpur, Chakur, Deoni, Jalkot, Nilanga, Renapur, Shirur Anantpal, Udgir.

III) Operational scope: The Latur District Central Cooperative Bank Ltd has 117 branches in 10 talukas, 3 Extended Cell and 1 main Head Office in Latur City. Hence, large number of employees is working in LDCC bank in the Latur district. The proposed study will involve each branches employee at three level Viz. Officers, Clerks and Support staff.

LIMITATION OF THE STUDY

I) The study will be conducted only in the geographical boundaries of Latur district.

II) The Study is related to the Job satisfaction of all branches of The Latur District Central Co-operative Bank in Latur district only.

III) Conclusions drawn will be based on responses from sample respondents only.

CHAPTER SCHEME

1) Introduction
2) Research methodology
3) Review of Literature
4) Analysis and Interpretation of Data
5) Findings, Conclusions and suggestions

*The above chapter scheme is tentative. Depending on the actual research work it may change in the course of the study.

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